

DISTRICT OF COLUMBIA PUBLIC LIBRARY
Annual Report 2001

Helping Washington, D.C. get a "READ" on the Future

2001 Annual Report

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Public libraries in the 21st Century

are places of enormous opportunity, challenge, and change. We here at the District of Columbia Public Library are excited to be a part of making our great city become "America's Crown Jewel." We are in the business of building community within the neighborhoods across the District as well as at the citywide level.



Our success depends on several factors. First, we need a well-trained, customer-focused staff, dedicated to bringing lifelong learning and information literacy to not only our residents but also the many businesses, organizations, institutions, and government entities that operate within our

city. Second, we need the books and other resources — including electronic and audiovisual offerings — to make the Library a "player" in people's personal and work lives. Third, we need facilities that invite and welcome people from diverse backgrounds to our many locations to engage in learning and community building. Finally, we need technology that supports these activities and contributes significantly to bridging the digital divide, making our libraries one of the great equalizers of opportunity.

Since the terrible events of September 11th, we have felt a renewed urgency to make our libraries serve as centers for community understanding and civic discourse. Our proposed plan to build, rebuild, or renovate all of the DCPL

facilities over the next decade reinforces the concept of the "library as place," where citizens can turn to gain better understanding of their neighbors, fellow Washingtonians, other Americans, and the inhabitants of the enormously complex world in which we live.

This report to the community seeks to highlight our progress as well as describe our challenges to reaching our vision of becoming "a recognized force for engaging the mind, expanding opportunities, and elevating the quality of life." We will need your help in realizing our vision because our work is only valuable if you believe it is and if you help us define what success looks like from your perspective. We encourage you to visit us often, whether in person or electronically, and tell us what you think about how we are doing and what we could do to improve.

Thank you for the continued support you have demonstrated for your public library in the past year. We look forward to working with all who value the public library and the contribution it can make to Washington becoming the great city we all know it can be.

Mary E. (Molly) Raphael
DIRECTOR

A Message from the President of the Board of Library Trustees

I am pleased to join the leadership and staff of the District of Columbia Public Library (DCPL) in presenting the 2001 Annual Report, **"Helping Washington, D.C. Get a READ on the Future."** Inside these



pages are some exciting and inspiring developments about our public library system.

I think you will agree after reviewing this report that our public library system seeks to be one of the very best in the nation. It is clear from the

report that the library is providing high quality services to District of Columbia residents every day of the year.

The library continues to use creativity and resourcefulness in getting the job done. In a time of budget constraints, we must compete with many other city priorities for resources. I believe 2001, as this report shows, demonstrated the kind of promise our public library system holds for the future. We can only imagine what could be done with greater support — publicly and privately. It is exciting just to consider the possibilities.

Finally, I would like to thank our library Executive Director, Mary E. (Molly) Raphael, her leadership team, and all the staff, for a stellar job in 2001. I also would like to thank our elected officials, Friends of the Library groups, as well as our citizens, for their ongoing support of the public library and its critical mission. We look forward to continuing these partnerships as we stride boldly toward the future.

Dr. Marie Harris Aldridge

PRESIDENT, BOARD OF LIBRARY TRUSTEES

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Helping Washington, D.C.

VISION AND MISSION

Why We Exist

Our Vision:

The District of Columbia Public Library is a recognized force in the community for engaging the mind, expanding opportunities, and elevating the quality of life. We believe equitable access to information, tailored to customer needs, equips people to learn all their lives, embrace diversity, and build a thriving city.

Our Mission:

The District of Columbia Public Library provides: Environments that invite reading, learning, and community discussion; trained staff and technology to help in finding, evaluating, and using information; and opportunities for children, teenagers, adults, and senior citizens to learn to read and use information resources for personal growth and development.

STRATEGIC PLAN

Direction for Today and Beyond

The library identified three strategic directions for the future in 2000–02 planning. These three strategies establish a foundation for the library to build on as it sets course for change. In 2001, the library remained on course in following these guideposts and they will remain constant for 2002–04 planning as the Library moves forward. These strategic directions are:

- Commons (or the Library as Place)
- Information Literacy with particular emphasis on technology
- Lifelong Learning with particular emphasis on children and youth

Overall service improvement provides an overarching focus for all activities that fall into the three strategic priorities, which supply the road map for the Library's future, and align with the priorities set for Washington, D.C. in Mayor Anthony Williams' Citywide Strategic Plan. The Mayor's plan contains these five key priorities: Building and Sustaining Healthy Neighborhoods; Strengthening Children, Youth and Families; Making Government Work; Economic Development; and Unity of Purpose and Self-Determination.

The library reported achievements in each of the strategic areas for 2001.

"The community is the reason we're here. They asked for this library. They wanted it. We're placed in the community. We're part of the community. Hopefully, the service they need is reciprocated by their desire to come back."

Get a READ on the Future

COMMONS

Improving the Public Library Environment

Creating a safe, comfortable and inviting environment for customers was and remains the purpose of the commons and community building strategic goal. A quality environment that fosters learning and encourages the open exchange of information provides the foundation for the library to implement other important improvements throughout the system.

Some measurements of success in this area for 2001 included the library maintaining its scheduled hours 99 percent of the time, and visible improvements to the physical appearance in various locations such as lighting, carpeting and restrooms.

Children from the School Within School Charter School and The Capital Hill Cluster School at the Peabody Early Childhood Campus participate in Story Time at the Library.



INFORMATION LITERACY

It's More Than Computers

Providing access to the tools of technology and teaching customers to use that technology effectively is essential to the DC Public Library's information literacy initiative. In addition to making over 200 computers available to the public free of charge, DCPL's successful patron training program maintained a rigorous schedule of free classes to teach patrons a wide variety of applications. While the majority of the classes are taught at MLKML, many training opportunities are also available at the neighborhood libraries.

This combination of computers and training provided the foundation which permitted our librarians in their emerging role as "knowledge navigators" to assist our customers to become information literate. Information literate people are not only able to recognize when information is needed but they are also able to identify, locate, evaluate, and use effective information needed for the particular decision or issue at hand. In an environment characterized by information overload, these skills are critical to equip citizens to participate fully in our democratic society and to fulfill their desires for lifelong learning.

While the Library fell short of its target to make 250 personal computers available in library locations, DCPL exceeded its information technology-training goal by providing training to more than 5,300 library users in 2001.

At the Capitol View branch, for example, the Southeast/Northeast Friends of the Library provided support for the branch to hire instructors to teach computer classes at the library to give more library customers an opportunity to learn one more way to access information.

LIFELONG LEARNING

No Limit on Learning

In 2001, DCPL creatively developed many new opportunities for lifelong learning by finding innovative ways to connect with library users at every point along life's spectrum. From eager young preschoolers grasping the pages of a book for the first time to retired seniors looking to turn their newfound free time to learn new subjects and pursue a lifelong hobby full-time, library users found the District of Columbia Public Library to be a stimulating, engaging, fun place to learn.



OVERALL SERVICE IMPROVEMENT

Dependability and Satisfaction

DCPL continued its ongoing effort to make exemplary customer service a top priority. In 2001, every facet of public library service was under review to improve performance. The library staff took special care to provide high-level service over the telephone, in the library, and even by e-mail and fax. Service improvement remained a top priority identified by customers in surveys and focus groups during the strategic planning process.

The dedication to service was the reason that the library employee at the tiny Deanwood Kiosk decided to conduct an impromptu social study and geography session, right there at the kiosk, the day after the terrorist attacks. The unplanned lesson happened because the library staffer detected confusion and fear in the youngsters concerned about the safety and security of their world. There was nothing in the manual that said such a session had to take place. But there was something in the heart and mind of the DCPL staffer who felt compelled to help some of the city's youngest and most vulnerable residents better understand the volatile world around them.

**"A library is a cultural asset. I'm a library fan.
The more the better."**

*Donte D., 25, a District of Columbia
Home School Teacher*

Tina V., a regular visitor to a Branch in NW

Tina is retired, but remains very active. A good bit of her time is spent at a library branch located in the northwest corner of the District of Columbia. ● She visits the library once or twice a week, sometimes with her husband who comes in with her after he's done with work. She scans the periodicals, checks out books and delves into heavy reading about economics, the field she worked in. ● What does the public library mean to her? "It's a very open and welcoming community...focal point where you bring people in with lots of different interests and they intersect." ● Tina also attends the very popular book club at her library that attracts 25 to 30 members. "That really brings people in. Literacy is so important. And with the Internet, everybody is...just trying to work the mouse and they're not reading books." ● For her, there is no place like the public library, a refuge from the busy world as well as a place to explore the world beyond Washington. ● "In terms of learning for life, this is one of the best investments a city can make."

Eva D., retired District of Columbia chemistry teacher

District resident Eva doesn't need anyone to validate for her the importance of the D.C. Public Library. A frequent patron of a branch located in the Northeast quadrant of D.C. near her home, she views the library as her personal window to the world. ● After a 37-year career as a chemistry teacher in the D.C. Public Schools, Eva still has an intense hunger for science knowledge that only the library can feed. ● "There's just so much there." ● Sometimes, Eva brings her 14-year-old grandson along with her. He loves to browse the stacks and shares his grandmother's fascination with science. ● "Students get ideas just from browsing. All the books that have a snake or some animal in it, [my grandson] wants to check them out." ● The neighborhood library is a one-stop community center for Eva. It is a place to get tax forms, take a short course in using the Internet since retirement, help her grandson with school projects like the memorable report he once did on The White House, and sometimes just a place to stop by to use the copy machine.

HIGHLIGHTS AND ACCOMPLISHMENTS FOR 2001

Pride in What We Achieved

The public library ended fiscal 2001 with a growing list of accomplishments in the face of funding challenges and the compelling need for facility upgrades.

Reflecting on 2001, these are some of the highlights of activities that helped Washington, D.C. get a read on its future:

Helped Our Children Cross Their T's and Dot Their I's

DCPL deployed **Homework Help, Plus!** Centers for after school assistance at Benning, Petworth, Watha T. Daniel and Washington Highlands locations where neighborhood youths and adults can use computers and get personal assistance with their homework and other endeavors.

Reading Can Be Fun — Even In the Summertime

In expanding the **Summer Quest** children's reading program, DCPL built partnerships and sponsorships with major corporate and foundation entities and boosted program enrollment by 42%.

Built and Expanded Partnerships

The library expanded working **partnerships** with such well-known organizations as the Junior League of Washington, Reading Is Fundamental, Discovery Channel, Washington Parent Collaborative, U.S. Passport Services, Environmental Film Festival, DC Cares, TV Turnoff Network, DC Learns, the Library of Congress' Center for Book, Office of Asian Pacific Islander Affairs, Smithsonian Institution, Ford's Theater, and the Office of Latino Affairs.

Opened New Doors to Educational Opportunity

In opening satellite **College Information Centers** at the Benning and Washington Highlands branches, DCPL helped direct more hardworking, talented, ambitious young people to higher education. The centers provide accurate, up-to-date information and knowledgeable counselors about college selection, application and financial aid. The original College Information Center served more than 3,100 customers at the Martin Luther King, Jr. Memorial Library, and the website received 13,200 hits for the year.

A New Signature

Marking a new beginning and a new commitment in DCPL history, a catchy, **new futuristic logo** was unveiled to illustrate graphically the powerful combination of books and technology in the nurturing of minds. The logo was implemented to help DCPL build greater awareness of the library's presence and impact in the District. It received the "Award of Excellence" from the American Corporate Identity, a national organization that recognized the Library as having one of the best logos, symbols and identity programs of the year.

Celebrating the Black Experience

The **Black History Month 2001 Kick-Off Celebration** in February featured the Greater Washington Urban League, Inc. President and Chairman Maudine Cooper and Stacey Davis from Fannie Mae. Guest lecturers and exhibits were featured throughout the month.

Improved Literacy Opportunities

DCPL expanded the **Computer Assisted Literacy Center of DC (CALICO)**, adding newer computer equipment to the Southwest Branch, which enhances the library's ability to support literacy skill development among adults both at the original MLKML location and now in Southwest.

Brought Readers Bestsellers Faster

From Tom Clancy to Terry McMillan, **best-selling authors had their works stocked on DCPL shelves faster than ever**, within a week after hitting bestseller lists in 2001, more than 95 percent of the time.

"Hello, District of Columbia Public Library. How May I Help You?"

DCPL in 2001 was one of the few District of Columbia government agencies that met the Mayor's goal of **excellent or good telephone service** provided to citizens, thanks to a high priority being placed on training in customer service and dedicated staff determined to meet the goal.

Helping People with Disabilities Access Information

With the assistance of the Library for the Blind and Physically Handicapped, dedicated volunteers for the Washington Volunteer Readers for the Blind, Inc. **taped 16 magazine titles** and sent the material — more than 12,300 copies — to more than 400 individuals in the Washington,

D.C. area and 40 state libraries. Titles included *Washingtonian Magazine*, *AARP News Bulletin*, *Black Enterprise* and *The Journal of Rehabilitation*.

Preparing to Give Ourselves a Facelift

In 2001, DCPL moved closer to the development of a **master facilities plan** to guide improvement for the central library as well as branch library locations over the next decade. A grant from the District of Columbia Public Library Foundation made this possible, as well as facility-by-facility reports from the District of Columbia's Office of Property Management.

Raising Library Awareness Nationally

Led by First Lady Laura Bush, DCPL hosted the kickoff of the American Library Association's "**@ your library**" campaign in 2001 to boost public library awareness around the country. The Library presented First Lady Laura Bush with her own District of Columbia Public Library card.

Famous Faces in the Stacks

Some District of Columbia Public Library patrons looked up from their books just long enough in 2001 to see **well-known public figures** touting the city's library system and all it has to offer, like Baltimore Orioles player Mike Bordick, actor James Earl Jones, Surgeon General David Satcher, children's television icon Captain Kangaroo and former Washington Redskins player Charles Mann.



(From Left to Right) Mary E. (Molly) Raphael, DC Public Library Director, First Lady Suzanne Mubarak of Egypt and First Lady Laura Bush participate in the @ your library campaign kickoff at the Petworth Library.

Bringing History Home

The Washingtoniana division hosted the 27th D.C. Historical Studies Conference at the Martin Luther King, Jr. Memorial Library. The conference attracted more than 300 participants and included the unveiling of "Genealogy & Local History Online" by Pro Quest/Bell & Howell, which contains more than 1,000 fully searchable titles and is expected to have as many as 20,000 titles in 2002.

Bridging the Digital Divide

The District of Columbia Public Library helped to bridge the digital divide by teaching more than 5,300 people how to use computers.

Other 2001 highlights:

- Added state-of-the-art printing and copying equipment throughout the system, including — for the first time — in community libraries
- Improved library security with new 3M Tattle Tape gates and new security alarms, to protect against theft and loss, especially of valuable collections
- Hired 78 new people and promoted 20 others from the staff
- Realigned and reduced reporting levels for DCPL organizational ranks to make front line staff better able to respond to customers' needs
- Made libraries more comfortable by replacing chillers at 11 branches and boilers at two other locations
- Developed the first-ever DCPL marketing plan with broad input from the staff
- Installed recessed-monitor computer stations in library locations that protect library customers' privacy while using digital resources
- Earned accolades from outside observers for its Labor Management Partnership Council work and customer service performance.



LIBRARY TECHNOLOGY Making the E-Connection

Washington, D.C.'s rise as a major technology center — the city is sometimes referred to as the "Silicon Valley of the East Coast" — accounts for its reputation as one of America's most wired cities. In 2001, the library sought to keep pace with the growing prominence of technology in the region. From finding ways to deliver information in digital format to creating opportunities for citizens to develop and expand computer literacy skills, the library widened technology offerings for the local community.

The District of Columbia Public Library helped narrow the Digital Divide a little more in 2001. While everyone in Washington, D.C. does not have access to the Internet and computer technology, those who lacked such equipment in their homes or workplaces found the technology available at their local library in 2001. The library staff reported steady use of all computers in 2001. Yet, many more computers were needed than were available, and that accounted for some long lines of users waiting to log on. Not only

was there high demand for public access to personal computers, but there was also a need for upgrades to existing equipment and a need for funds to support more computer training for library users.

Technology continued to change the way the library delivered services in 2001. Customers were able to access online databases linked to a variety of resources. And, thanks to the District of Columbia Public Library Foundation, all library staff had access to computers in 2001 for reference and internal communication including e-mail and other library processes.

One measure of DCPL's expanding link to technology is contained in user statistics for the library's Web site, www.dclibrary.org. According to *Webtrends* data, more than 6.5 million hits were recorded at DCPL's Web site in 2001 — an average of 18,000 daily hits. Visitors to the site viewed more than 2.7 million documents. One of the most encouraging statistics about the DCPL site is the prominent use of the Kids Page, the third-most accessed page at the site.

"I think it's an asset to the community. I bring my granddaughter here...and she uses the computer."

Matthew H.

LIBRARY USAGE Information Consumption

The people who took advantage of the library in 2001 and the kinds of services they used were as diverse as the population of the District of Columbia itself. Users came from every age category, from every corner of the city, and from all racial and ethnic backgrounds as well as all income and education levels.

Numbers collected for 2001 also show that users sought out information in a wide variety of subject areas at the public library's 27 locations. For many, a trip to the library in 2001 meant a night at home curled up on the couch with a thrilling bestseller. For some, it meant learning about the history and struggles of other cultures while leafing through pages on Black History or Far East countries. And for others, visits to the District of Columbia Public Library meant obtaining useful information to start up a new business or learn to play the guitar.

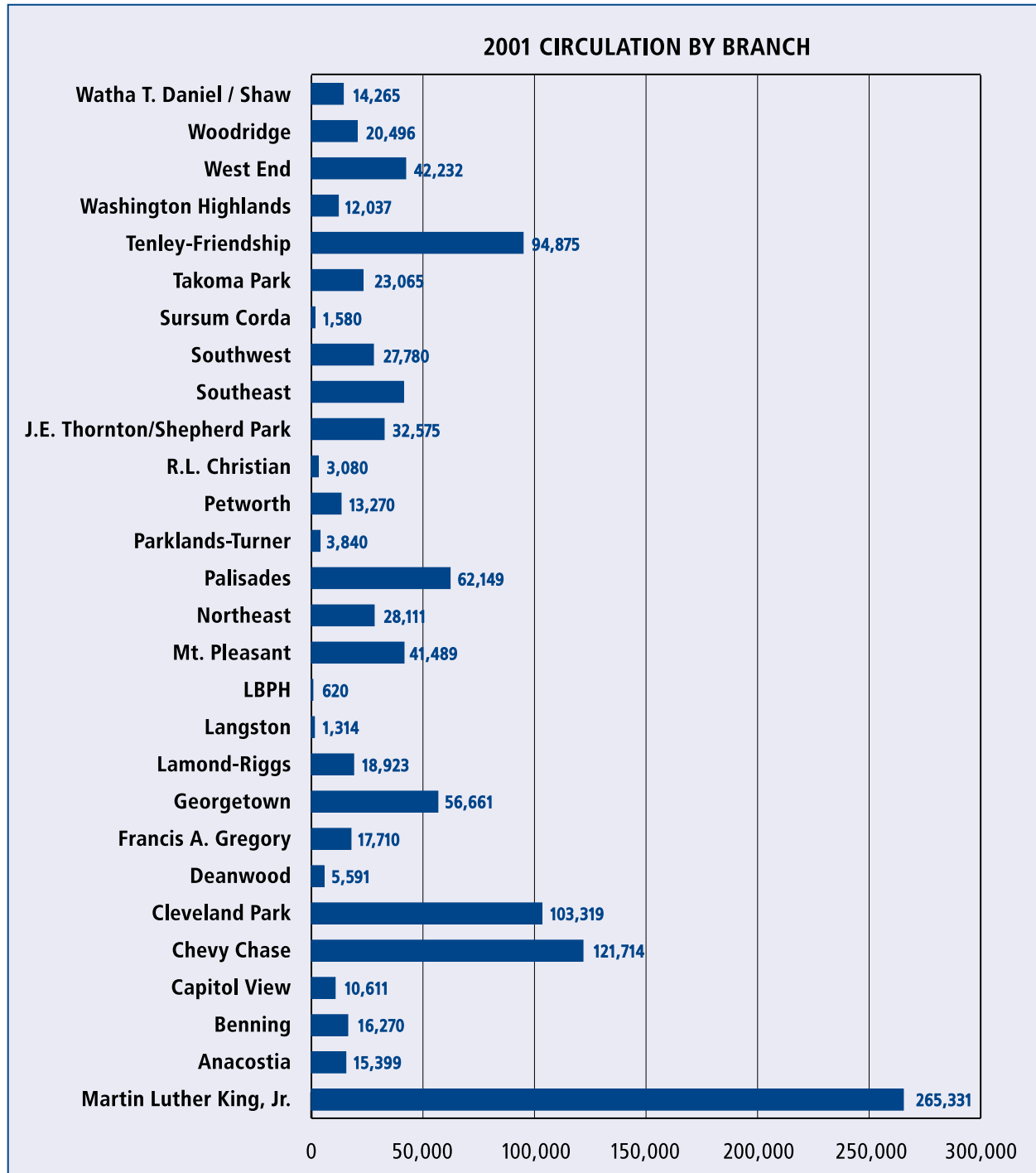
Circulation figures for fiscal 2001 were less than anticipated, given Washington, D.C.'s size. For 2001, the circulation total

for all District library locations was 1,195,585, with the Martin Luther King, Jr. Memorial Library accounting for about one fourth of that total.

One likely explanation for lower circulation is the lack of adequate funds for new books. The District of Columbia Public Library has not experienced an increase in its materials budget for about a decade. In comparable cities where per capita spending on new books is higher, higher circulation follows. In Cleveland, for example, where book expenditures per capita was \$21.26 in fiscal year 2000, circulation was 10 million. Circulation in Boston was 3.9 million — more than three times that of the District of Columbia Public Library — commensurate with per capita book expenditures of \$10.79, more than twice that of DCPL.

Customers utilized in-library materials 3,232,216 times, and there were 1,204,008 reference transactions for the year in 2001. In addition, the library recorded more than 2 million visits in 2001. In step with the growing prominence of the Internet, many of the library's visitors in 2001 were virtual with the library web site receiving more than 6.5 million hits.

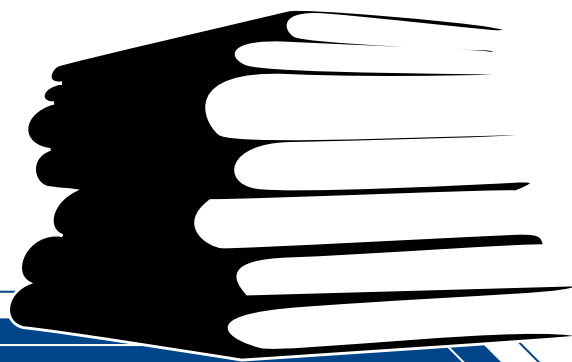
"They have all the available resources. Everything...you can't find everything on the internet. And you can't trust everything on the internet. Anyone can put anything on the internet. Basically, you can cross-check what's on the internet."



While circulation figures were lower overall, some of the best evidence of how the public library is helping Washingtonians get a read on the future came from 2001 circulation figures for children and youth. Throughout the public library branches, about one of every three items in circulation were for young library users, an encouraging sign.

Library users from as far away as California and Texas e-mailed interesting questions about Washington history and culture. Whether requests arrived by e-mail, phone, fax or personal visit, the library still found a way to introduce itself and its many offerings into people's lives in 2001.

"There are a lot of services that the library can provide. But many of our patrons are here for the books. They check out stacks of books."



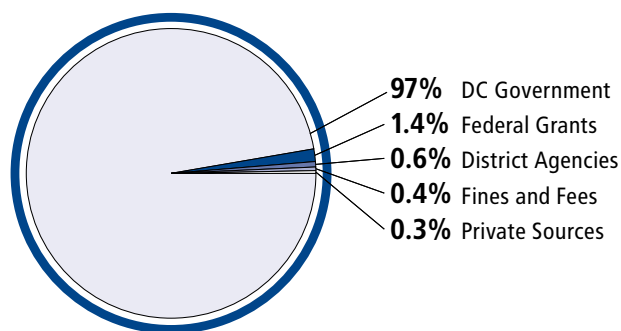
FINANCIAL STATEMENT Addressing Basic Needs

While the public library system lived within its allocated funds, the fact remains that the system continues to be affected by a buildup of deferred funding needs. The public library system's performance remains a classic case of doing a lot with a little.

In fiscal 2001, DCPL's total operating expenditures were \$27.2 million, an 8 percent increase from the previous year. There were two primary reasons for this increase: higher payroll costs, as nearly all library employees received long-deferred raises, and expenditures due to increased facilities maintenance and energy costs.

The overwhelming portion of public library funding comes from the District of Columbia government, which provides 97 percent of the budget. Federal grants account for 1.4 percent of the funding pie, other District agencies supply 0.6 percent, the public library system generates 0.4 percent on its own, and private sources provide 0.3 percent. The library received a clean audit for fiscal 2001.

PUBLIC LIBRARY FUNDING



CAPITAL IMPROVEMENTS Sprucing Up

The District of Columbia has demonstrated its intent to provide the initial needed resources for the public library to begin the much-needed and long-anticipated makeover.

The Library works in partnership with DC's Office of Property Management on permanent improvements.

DCPL is in the planning stages with much of its capital improvement program including a multi-year plan to renovate and rebuild facilities throughout the District.

Book display for National Library Week.



STATISTICAL PROFILE

DCPL by the Numbers

DCPL At-A-Glance

Population of service area	572,059
Square miles of service area	69
Library registrations	358,225
Square footage (all facilities)	855,000
Total facilities	26 branches + MLKML
Public Service Hours per week	1,385
Librarians/Full-Time Staff	197/355
Total Annual Circulation	1,190,610
Bookmobiles (serving senior centers)	1

Source: Public Library Data Service

How the District of Columbia Public Library Fares Against Similar-Sized Cities

in Registrations as Total Percentage of the Population

LIBRARY SYSTEM	POPULATION	REGISTRATIONS AS % OF POPULATIONS
Boston Public Library	574,283	108.9
Cleveland Public Library	505,616	86.1
Seattle Public Library	539,700	83.7
Multnomah County Public Library	645,950	68.8
Baltimore County Public Library	730,969	59.1
District of Columbia Public Library	572,059	59.0
Milwaukee Public Library	610,654	55.9
Fort Worth Public Library	516,150	47.7
Louisville Free Public Library	664,937	39.4

Source: Library Resources and Per Capita Measures
Public Library Data Service Statistical Report 2001

HISTORY Leadership Timeline

The first formal public library was a house located at 1326 New York Avenue, in Northwest. Not long after operating out of this house, DCPL received a \$250,000 donation from Andrew Carnegie in 1899 to build a larger, more traditional public structure. The new library was dedicated in 1903 and Washingtonians called it the "University of the People."

Weston Flint was the first librarian for the District of Columbia until 1904 when Dr. George Bowerman took lead and directed DCPL for nearly four decades. Bowerman's directorship was followed by that of his assistant, Clara Herbert, who ran the Library during World War II. Harry Peterson, the fourth Library Director, served for twenty-five years beginning in 1947.

In 1972, the new Martin Luther King, Jr. Memorial Library opened at 9th and G Streets NW and welcomed the District's first appointed African American Director, Milton Byam. Dr. Hardy R. Franklin served as the sixth Library Director from 1974 until 1997. Today, the District of Columbia Public Library is helping Washington, D.C. citizens get a read on their future under the leadership of Mary E. "Molly" Raphael.

Youngsters sometimes ask the librarian if they can "buy" a book, to which she responds: "no, you've already bought this book. It's yours."

Story Time

On a chilly winter morning, a large group of toddlers are seated in a circle around a children's librarian in a small room. With one of her hands transformed into a puppet, the librarian is leading the children in a rendition of "Old McDonald Had A Farm." ● The screams and giggles of the children enjoying themselves while learning at the library are punctuating the soft background beats of the song playing from a tape player. Make no mistake about it. These children are having the time of their lives. ● From "Old McDonald," the kids then "shake out their magic dust," "wiggle their waggles" and stomp their feet and clap their hands because they're "happy and you know it." ● The excitement doesn't end there. As the librarian transitions to a big book about animals, the children are mesmerized as each turn of the page represents a whole new adventure in their lives. ● Life at the District of Columbia Public Library is so exciting when you're a child. "It's a free bookstore," the librarian replies.

Central Library

Martin Luther King, Jr. **(1)**
Memorial Library
901 G. Street, NW
(202) 727-1111

Neighborhood Libraries

Anacostia **(2)**
1800 Good Hope Road, SE
(202) 698-1190

Benning **(3)**
3935 Benning Road, NE
(202) 724-4787

Capitol View **(4)**
5001 Central Ave., SE
(202) 645-0755

Chevy Chase **(5)**
5625 Connecticut Ave., NW
(202) 282-0021

Cleveland Park **(6)**
3310 Connecticut Ave., NW
(202) 282-3080

Francis A. Gregory **(7)**
3660 Alabama Ave., SE
(202) 645-4297

Georgetown **(8)**
3260 R Street, NW
(202) 282-0220

Juanita E. Thornton/Shepherd Park **(9)**
7420 Georgia Ave., NW
(202) 541-6100

Lamond-Riggs **(10)**
5401 S. Dakota Ave., NE
(202) 541-6255

Mt. Pleasant **(11)**
3160 16th Street, NW
(202) 671-0200

Northeast **(12)**
330 7th Street, NE
(202) 698-3320

Palisades **(13)**
4901 V Street, NW
(202) 282-3139

Petworth **(14)**
4200 Kansas Ave., NW
(202) 541-6300

Southeast **(15)**
403 7th Street, SE
(202) 698-3377

Southwest **(16)**
900 Wesley Place, SW
(202) 724-4752

Takoma Park **(17)**
416 Cedar Street, NW
(202) 576-7252

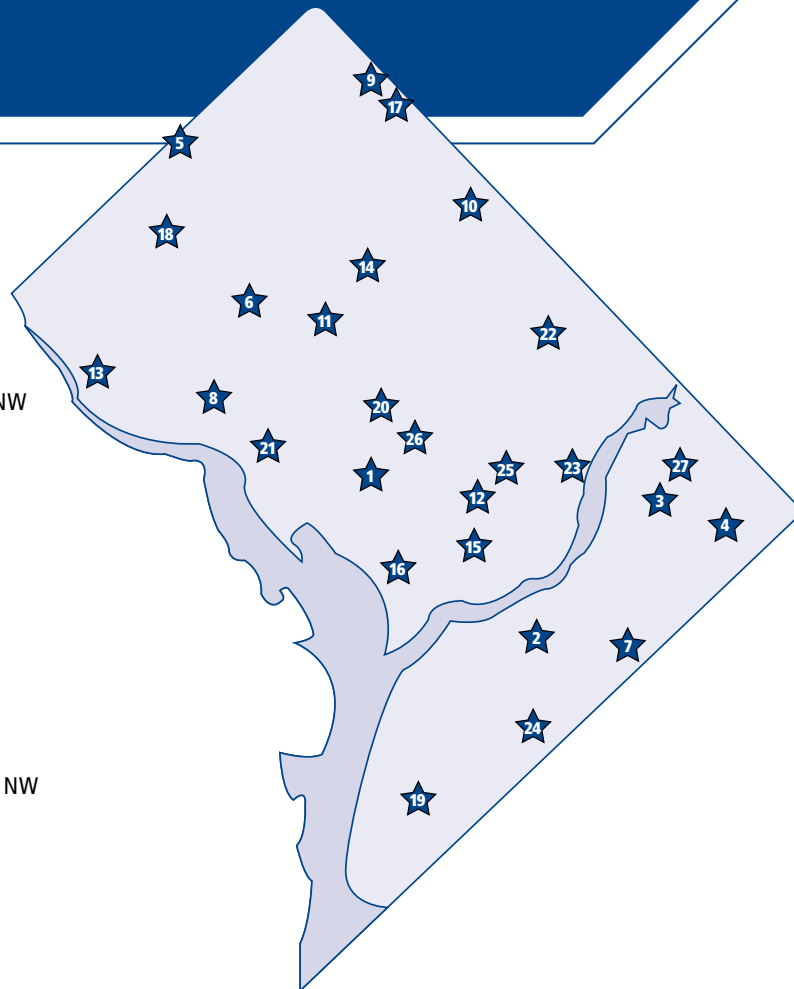
Tenley-Friendship **(18)**
4450 Wisconsin Ave., NW
(202) 282-3090

Washington Highlands **(19)**
115 Atlantic Street, SW
(202) 645-5880

Watha T. Daniel/Shaw **(20)**
1701 8th Street, NW
(202) 671-0212

West End **(21)**
1101 24th Street, NW
(202) 724-8707

Woodridge **(22)**
1801 Hamlin Street, NE
(202) 541-6226



Community Libraries

Langston **(23)**
2600 Benning Road, NE
(202) 724-8665

Parklands-Turner **(24)**
1600 Alabama Ave., SE
(202) 698-1103

R.L. Christian **(25)**
1300 H Street, NE
(202) 724-8599

Sursum Corda **(26)**
135 New York Ave., NW
(202) 724-4772

Kiosk

Deanwood **(27)**
4215 Nannie Helen
Burroughs Ave., NE
(202) 724-8526

*The District of Columbia
Public Library Foundation*

ANNUAL REPORT 2001

“Gathering of Momentum”



The Role of the Foundation

The District of Columbia Public Library Foundation is a private, nonprofit corporation, working exclusively for the betterment of the District of Columbia Public Library. Charitable contributions, received by the Foundation, augment taxpayer dollars and provide the Library with additional resources for materials, services, equipment and programs. The Foundation focuses on three areas in the District of Columbia — children, literacy and technology.

During 1999–2002, the Foundation took major steps in building a strong base for future endeavors. This three-year period was notable for the hiring of a professional Development Director and the tripling of Foundation net assets. During this 36-month span, the Foundation’s underwriting of Library programs and projects increased 16 fold.

1999–2001 Achievements

CARNEGIE GRANT

Thanks to a \$500,000 grant from the Carnegie Corporation of New York, the Library was able to make significant progress toward its goal of providing strategic lifelong learning for its patrons. Awarded in 1999, and implemented in 2000–2001, the grant was used, in part, to:

- Enhance the Library’s book collection, with special emphasis on world languages and audio books;
- Provide a literacy website;
- Improve outreach programs and collections for teens;
- Develop an extensive web site devoted to the Harlem Renaissance in D.C.

BUILDING ASSESSMENT

In 2000–2001, Foundation funds were allocated to underwrite a 24-month building assessment project to provide a comprehensive appraisal of present Library facilities. As the Library embarks on a multi-year building program, the Foundation-funded analysis is helping ensure the best implementation of capital improvements.

SUMMER QUEST

As a citywide children’s reading program, beginning in 1982, Summer Quest took on new vitality in 1999. By 2000, the Foundation and Summer Quest were reaching out to new partners for financial and in-kind support.

The Verizon Foundation responded with a \$21,000 contribution for Summer Quest 2000’s “Reading Rhythms” and \$25,000 for Summer Quest 2001’s “Buggy About Reading.” Cash and in-kind contributions of nearly \$100,000, by the 2001 summer kick-off, generated 75 different events at the Library’s headquarters — The Martin Luther King, Jr. Memorial Library — and at the neighborhood branch libraries.

In addition to Verizon's contributions, Summer Quest enrichment programs have been made possible with generous help from the Max & Victoria Dreyfus Foundation, the Gorlitz Foundation, Reading is Fundamental (RIF), the Junior League of Washington, Discovery Communications, Barnes & Noble, WRC-NBC 4, WJLA TV-7 and WAMU-88.5 FM.

As a result of combined efforts, participation in Summer Quest 2001 increased 42% over the prior year, with more than 5,000 children enrolling and 38,852 attended the 75 different events.

LAN — THE LOCAL AREA NETWORK

In a major technological step toward improving the Library's communication and administrative capabilities, the Foundation provided \$100,000 to install the Library-wide administrative computer system. This network has linked all 27 Library facilities and all 19 Library Divisions.

BUSINESS RESOURCE CENTER

The 2001–2002 period marks a new effort, on the part of the Library and the Foundation, to serve the District's business community. A pilot Business Resource Center, in the Martin Luther King, Jr. Memorial Library, is being designed for small-business development — to provide guidance and support for emerging and established entrepreneurs.

Conceived as a collaborative program with the banking community, the D.C. Department of Banking & Financial Institutions as well as other local business organizations, the Library looks forward to implementing the program, including targeted branch library satellites.

JOINING THE CAMPAIGNS

In 2001, the Foundation received approval for inclusion in the District of Columbia's One-Fund Campaign. The One-Fund encourages charitable giving through payroll deductions from the 30,000 employees of the District of Columbia government.

The Foundation's 2002 Combined Federal Campaign application was submitted in March and a United Way Campaign application will be filed at the end of the year.

ORACLE FOUNDATION TECHNOLOGY GRANT

In 2002, Library patrons will have greater access to expanded technological services thanks to a "Help-Us-Help" grant from the Oracle Foundation. The grant brings to the Library, 50 Internet-access computers, 10 printers as well as peripheral support materials and software. The equipment received, as the result of the Oracle grant, will be installed in library branches at the beginning of the 2002–2003 school year.

The Annual Audit

The 2000 Foundation audit, covering a 14-month period from November 1, 1999 to December 31, 2000¹, resulted in an unqualified opinion and showed administrative and fundraising expenses at less than 5% of gross revenues. As the Foundation's revenues grow, the Board and staff continue to review all accounting policies and procedures to maintain a strong fiscal discipline.

2001 FOUNDATION CONTRIBUTORS

The Foundation is grateful to its generous donors, which include:

CORPORATIONS

AllFirst Bank
Amalgamated Bank
CIG International
Citibank
First Union Bank
Sun Trust Bank
The Washington Post
Verizon

FOUNDATIONS

Max and Victoria Dreyfus Foundation
Gorlitz Foundation

ORGANIZATIONS

American Library Association
Junior League of Washington
Reading Is Fundamental

IN-KIND DONORS

WAMU Radio and WJLA-TV (Public Service Announcements)
Barnes & Noble (Gift Certificates)
Discovery Communications (Prize Incentives)

¹ The 14-month fiscal year represented a change from a non-calendar to a calendar fiscal year. Future audits will reflect a January-to-December fiscal year.

Looking to the Future

With the help of the Foundation, the D. C. Public Library continues to serve all segments of the city's population, from the youngest reader to new adult readers to bibliophiles to "techies."

Once a repository of only written words, today's Library materials are available in a panorama of formats and languages. There are books and periodicals, including large-print editions. The Library has on-line and stand-alone computers with a myriad of software tools. Patrons check out video tapes for training and entertainment plus audio books in CD and cassette formats. By the beginning of the 21st Century, the D.C. Public Library had become the District's largest, single provider of public-access Internet service.

While honoring the need to preserve and protect the collections and records of the past, the Library is, at the same time, moving forward to embrace the latest developments in information technology.

Today, the one constant, in the Library and at the Library Foundation, is "change." Historically, the Foundation has focused on activities for children and youth. New literacy programs were added in the second half of the '90s. Most recently, business- and health-related projects have begun their formulation process.

New initiatives will likely include support and enhancement for rebuilding, restoration, renovation and expansion of the Library facilities. Fundraising efforts will continue as the Foundation reaches out to old and new donors alike; establishing new partnerships in building a Library system, for the District of Columbia, which reflects the vitality, the diversity, the needs and the aspirations of its patrons.

THE DISTRICT OF COLUMBIA PUBLIC LIBRARY FOUNDATION BOARD OF DIRECTORS 2001			
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Financial Report (FISCAL 2000 AND FISCAL 2001)

	2001 — Unaudited			2000 — Audited		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
REVENUE						
Contributions	23,665	150,285	173,950	49,787	2,769,456	2,819,243
Interest and dividends	23,535	97,317	120,852	23,808	112,517	136,325
Donated services	10,820	50,360	61,180	-	-	-
Realized and unrealized loss on investments	(1,188)	(51,359)	(52,547)	(50,642)	-	(50,642)
Net assets released from restrictions:	-	-	-	-	-	-
Satisfaction of program restrictions	155,850	(155,850)	-	670,341	(670,341)	-
TOTAL REVENUE	212,682	90,753	303,435	693,294	2,211,632	2,904,926
EXPENSES:						
Program services:						
Building Community	26,677	-	26,677	90,050	-	90,050
Information Literacy	28,062	-	28,062	18,964	-	18,964
Lifelong Learning	136,367	-	136,367	523,981	-	523,981
Service Improvements	64,766	-	64,766	175,053	-	175,053
Total program services	255,872	-	255,872	808,048	-	808,048
Management and general	23,869	-	23,869	0	-	0
TOTAL EXPENSES	279,741	-	279,741	808,048	-	808,048
CHANGE IN NET ASSETS	(67,059)	90,753	23,694	(114,754)	2,211,632	2,096,878
NET ASSETS, BEGINNING OF YEAR	449,471	2,711,632	3,161,103	564,225	500,000	1,064,225
NET ASSETS, END OF YEAR	382,412	2,802,385	3,184,797	449,471	2,711,632	3,161,103

NOTES TO THE FINANCIAL STATEMENTS:

1. Program Descriptions:
 - a. Building Community: creating environments for people to meet and interact with others in their community and to participate in public discourse about community issues; creating in libraries vibrant, welcoming settings, while supporting and strengthening
 - b. Information Literacy: ensuring citizen access to computers and the Internet; enhancing their skills in finding, evaluating and effectively using information technology, with an emphasis on the librarian/advisor as "Information Navigator" in our world of
 - c. Lifelong Learning: equipping people of all ages through self-directed personal growth and development opportunities, with a special emphasis on children and youth.
 - d. Service Improvements: investing in DC Public Library staff and requiring of them the highest standard of service.
2. The dramatic decrease in revenue from 2000 to 2001 is due to two significant bequests received by the Foundation in 2000. The Holden Bequest, valued at almost \$2 million, and the Bloch Bequest, valued at almost \$700,000, caused revenues in 2000 to be significantly higher than prior years and higher than the subsequent year.



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